

2015-06

# Library & Information Technology Association 2014-2015 Annual Report

Vacek, Rachel

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# Library & Information Technology Association

July June  
2014 - 2015

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Annual Report  
Published June 5, 2015

# A Message from the President



As we reflect on 2014-2015, it's fair to say that LITA, despite some financial challenges, has had numerous successes and remains a thriving organization. Three areas – membership, education, and publications – bring in the most revenue for LITA. Of those, membership is the largest money generator. However, membership has been on a decline, a trend that's been seen across the American Library Association (ALA) for the past decade. In response, the Board, committees, interest groups, and many and individuals have been focused on improving the member experience to retain current members and attract potential ones. With all the changes to the organization and leadership, LITA is on the road to becoming profitable again and will remain one of ALA's most impactful divisions.

The Board has taken numerous steps to stabilize or reverse the decline in revenues that has resulted from a steady reduction in overall membership. At ALA Annual 2014, the Financial Advisory Committee was established to respond to recommendations from the Financial Strategies Task Force, adjusting the budget to make a number of improvements while planning for larger, more substantial changes.

In Fall 2014 we took steps to improve our communications by establishing the Communications & Marketing Committee and appointing a Social Media Manager and a Blog Manager. The blog and social media have seen a steady upward trajectory of engagement with over 27,000 blog views since September 2014 and over 13,300 followers on Twitter. These efforts help recruit and retain members, advertise our online education and programming, and increase attendance at conferences.

Over the past year, nine workshops and two web courses were offered, many of which sold out thanks to new marketing approaches. The Forum remains popular and has stellar programming and keynote speakers. Programs and workshops at ALA conferences are stronger than ever and continue to be well attended. Publications also remain strong. Although only three LITA Guides were published this year, partially due to a change in publishers, there are many more in the pipeline.

Finally, the search for a new Executive Director is underway, and with a new leader comes fresh ideas and perspectives. I am excited about LITA's future. The incoming Board, along with a new Executive Director, have an opportunity to make national and lasting impact as well as collaborate with outstanding librarians and staff in this division and across ALA.

LITA's challenges and successes are shared amongst a dedicated team of volunteers. Thank you for your time and continued support. Hopefully, we'll see more of you joining our efforts to serve the community and promote our profession.

*Rachel E. Vacek*

**Rachel E. Vacek**  
LITA President  
2014-2015

# Stats at a Glance

JULY 2014 – JUNE 2015



\* ITAL on the open journal system platform, starting 2012

# About LITA

## MISSION

The Library & Information Technology Association educates, serves, and reaches out to its members, other ALA members and divisions, and the entire library and information community through its publications, programs and other activities designed to promote, develop, and aid in the implementation of library and information technology.

## VISION

As the center of expertise about information technology, the Library & Information Technology Association leads in exploring and enabling new technologies to empower libraries. LITA members use the promise of technology to deliver dynamic library collections and services.

## GOALS

July 2013 –  
June 2015

### **Collaboration & Networking**

Foster collaboration and encourage networking among our members and beyond so the full potential of technologies in libraries can be realized.

### **Education & Sharing of Expertise**

Offer education, publications, and events to inspire and enable members to improve technology integration within their libraries.

### **Advocacy**

Advocate for meaningful legislation, policies, and standards that positively impact on the current and future capabilities of libraries that promote equitable access to information and technology.

### **Infrastructure**

Improve LITA's organizational capacity to serve, educate, and create community for its members.

# About LITA, cont.

## SEARCH FOR A NEW EXECUTIVE DIRECTOR

In March 2015 a search committee was assembled with the job of finding a new Executive Director for LITA after the announcement of **Mary Taylor's** retirement at the end of July. President **Rachel Vacek** led discussions with the LITA Board to determine what characteristics are most important in a new Executive Director to help lead LITA long into the future, and to revise the job advertisement accordingly. The Executive Director position is based in Chicago.

Phone Interviews took place in mid May, and the search committee will be interviewing the final candidates at ALA Headquarters in Chicago in mid June, with an anticipated start date for the new Executive Director in July 2015.

## SEARCH COMMITTEE

**Mary Ghikas**, ALA Senior Associate Executive Director

**Dan Hoppe**, ALA Director of Human Resources

**Keri Cascio**, ALCTS Executive Director

**Rachel Vacek**, LITA President

**Thomas Dowling**, LITA Vice-President

**Andromeda Yelton**, LITA Director-at-Large

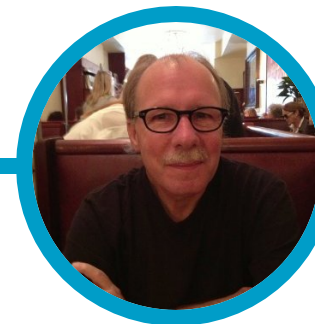
**Isabel Gonzalez-Smith**, LITA Emerging Leader

## LITA STAFF MOVING ON

**Valerie Edmonds** was the LITA Program Coordinator since May 1992 and recently vacated the position on May 1, 2015. During her tenure she oversaw many services in the LITA office and set up for the various virtual and in-person educational programming.



**Who:** Mary Taylor  
**Job:** LITA Executive Director, American Library Association  
**About:** Mary recently announced her retirement effective July 31, 2015. In her twenty-four year career with ALA, Mary Taylor has also been the Association of College & Research Libraries' Director for Member Services, the Assistant Director of ALA's Office for Accreditation, and Acting Director of the Office for Accreditation. She came to ALA from OCLC where she was Information Services and Special Projects Manager in OCLC's Office for Research for over a decade. Mary has a BA in history from the University of Illinois and an MLS from Kent State University.



**Who:** Mark Beatty  
**Job:** LITA Programs & Marketing Specialist, American Library Association  
**About:** Mark joined the LITA Staff in June 2014 and immediately hit the ground running. It also doesn't hurt that he was a past LITA President (2007-2008). Mark came to LITA from after working for the Wisconsin Library Services (WiLS) for almost twenty-eight years. Mark has an MLS from the University of Wisconsin – Madison.

# About LITA, cont.



*Back Row (L to R): Aaron Dobbs (Division Councilor), Mary Taylor (Executive Director), Jenny Reiswig (Director-at-Large), Zoe Stewart-Marshall (Financial Advisor), Ranti Janus (Director-at-Large), Jason Griffey (Parliamentarian), Cody Hanson (Director-at-Large)*

*Front Row (L to R): Aimee Fifarek (Director-at-Large), Boyhun Kim (Director-at-Large), Cindi Blyberg (Past President), Rachel Vacek (President), Thomas Dowling (Vice-President), Andromeda Yelton (Director-at-Large), Jenny Emanuel Taylor (Director-at-Large)*

## LITA BOARD

LITA is governed by an elected Board of Directors and the Executive Committee, a sub-set of the Board. The Board consists of the president, the vice-president, the immediate past-president, the executive director, the ALA councilor, and seven directors. The parliamentarian and financial advisor are ex-officio and non-voting members. Serving as organizational stewards, the Board oversees the affairs of the association and works in the best interest of the membership.

## STRATEGIC PLANNING

In October 2014, **Rachel Vacek, Thomas Dowling, Cindi Blyberg, and Mark Beatty** attended the Fall ALA Joint Leadership meeting in Chicago. This meeting is held annually to bring together the leaders from all ALA's divisions to collaboratively strategize on a particular topic relevant to ALA and libraries in general. It is always led by the current ALA President and ALA's Executive Director. The focus of this year's meeting was on developing a shared understanding of ALA's three strategic areas: Advocacy, Information Policy, and Professional and Leadership Development. These areas were selected with input from external constituents as well as stakeholders from across the ALA membership, including the Kitchen Table conversations held with members at the ALA Midwinter and Annual conferences

Following suit, in the Fall of 2014, Rachel Vacek and Thomas Dowling held a series of informal discussions encouraging members to voice their thoughts about both ALA and LITA's strategic goals and what they think LITA's priorities should be going forward. The conversation continued at the LITA Forum and at ALA Midwinter's Town Meeting. All the data will help the Board to create a new set of strategic directions to better serve its members and the broader library community.

# About LITA, cont.

## FINANCIAL PLANNING

With an eye towards improving LITA's financial sustainability, the Board developed impact criteria that would allow prioritization of expenditures in the annual budget. In Spring 2015, the Board participated in an exercise to help with financial strategy. The four selected criteria are: scale (the number of people affected); leverage (a program's positive impact on other programs); building community; and filling an important gap.

The Board, accompanied by the chairs of the Financial Advisory Committee and the Assessment & Research Committee, then listed out the program lines in the LITA Budget. Results were averaged to produced an overall impact rating for each program and plotted on a matrix to clearly identify priorities. Read more at <http://connect.ala.org/node/238204>. The Board will continue this discussion at ALA Annual during one of its scheduled Board Meetings which are open to the public.

## CHANGES IN COMMITTEES

LITA has twenty committees that serve the organization, as well as an Editorial Board that oversees LITA's peer-reviewed journal. Every Spring, the LITA Vice-President makes appointments to these committees and works closely with them as needed. **Lauren Pressley**, the Committee Coordinator, facilitates communication between the leaders of these groups through administering meetings at virtually or face-to-face conferences, and she runs the committee chairs email list.

This year the Board dissolved two committees, the International Relations Committee and the Technology & Access Committee, because the work originally assigned to these these groups is now being done at the ALA level. The Board also established the Communications & Marketing Committee, chaired and vice-chaired by **Nadaleen Templeman-Kluit** and **Kristina Rose**, to help support communication across channels and streamline branding across LITA's online and print mediums.

## CHANGES IN INTEREST GROUPS

Interest groups are informal, topical groups that form organically from the LITA membership. The beauty of interest groups is that they can be renewed every three years or simply choose to dissolve, allowing them to be relevant and timely as technology changes. The interest groups chairs also receive support from **David Lee King** as the Interest Group Coordinator and he works closely with the Committee Coordinator and LITA President.

Since 1985, nineteen interest groups have formed and since disbanded, and there are currently twenty-three active interest groups within LITA – a very healthy number. Five interest groups are cross-divisional with the Association of Library Collections & Technical Services (ALCTS). This year, three interest groups chose to dissolve: Industry & Technology, Internet Resources & Services, and Standards.

The Board approved the creation of four new Interest Groups: Patron Privacy Technologies, with **Galen Charlton**, **Matt Beckstrom**, and **Emily Morton-Owens** as co-chairs; Altmetrics and Digital Analytics, with **Tabby Farney** and **Cody Behles** as co-chairs; Social Media Learning Communities, with **Natalie DeJonghe** as chair; and 3D Printing, with **Amanda Goodman** and **Ryan Claringbole** as co-chairs.

## INTEREST GROUPS

- 3D Printing
- Accessibility
- Altmetrics & Digital Analytics
- Authority Control
- Distance Learning
- Drupal4Lib
- Electronic Resources Management
- Game Making
- Heads of Library Technology
- Imagineering
- Library Consortia Automated Systems
- Library Code Year
- Linked Library Data
- Instructional Technologies
- MARC Formats
- Mobile Computing
- Next Generation Catalog
- Open Source Systems
- Patron Privacy Technologies
- Public Library Technology
- Search Engine Optimization
- Social Media Learning Communities
- User Experience



# About LITA, cont.

## FINANCIAL REPORT

<b>OPERATING</b> FY is from Sept. 1 to Aug. 31	<b>FY2014 Actual Revenue</b>	<b>FY2014 Actual Expenses</b>	<b>FY2014 Actual Net</b>	<b>FY2015 Budget Revenue</b>	<b>FY2015 Budget Expenses</b>	<b>FY2015 Budget Net</b>	<b>FY2016 Draft Budget Revenue</b>	<b>FY2016 Draft Budget Expenses</b>	<b>FY2016 Draft Net</b>
<b>Membership activities</b>									
Administration	\$0	\$205,935		\$0	\$235,279		\$0	\$239,941	
Membership Promotion	\$0	\$5,320		\$0	\$2,500		\$0	\$1,000	
Governance Support	\$0	\$7,869		\$0	\$8,600		\$0	\$8,500	
Dues	\$164,190	\$3,012		\$161,508	\$3,416		\$151,896	\$4,490	
MW & Annual Confs.	\$0	\$8,766		\$0	\$6,150		\$0	\$5,900	
External Relations	\$13,500	\$22,107		\$13,500	\$22,865		\$13,500	\$22,939	
50th Anniversary	\$0	\$0		\$0	\$0		\$0	\$0	
Friends of LITA/LITA Now	\$0	\$0		\$300	\$0		\$0	\$0	
<b>SUBTOTAL</b>	<b>\$177,690</b>	<b>\$253,009</b>	<b>(\$75,319)</b>	<b>\$175,308</b>	<b>\$278,810</b>	<b>(\$103,502)</b>	<b>\$165,396</b>	<b>\$282,770</b>	<b>(\$117,374)</b>
<b>Publications</b>									
ITAL	\$5,501	\$5,687	(\$186)	\$6,019	\$5,500	\$519	\$5,510	\$5,744	(\$234)
Classified ads	\$17,675	\$2,541	\$15,134	\$20,000	\$2,000	\$18,000	\$20,000	\$3,070	\$16,930
Nonperiodical Pubs.	\$14,931	\$1,500	\$13,431	\$2,500	\$1,628	\$961	\$5,000	\$1,500	\$3,500
<b>SUBTOTAL</b>	<b>\$38,107</b>	<b>\$9,728</b>	<b>\$28,379</b>	<b>\$28,519</b>	<b>\$9,128</b>	<b>\$19,391</b>	<b>\$30,510</b>	<b>\$10,314</b>	<b>\$20,196</b>
<b>Education</b>									
Pre-conferences	\$22,250	\$12,687	\$9,563	\$31,800	\$18,605	\$13,195	\$22,850	\$12,204	\$10,646
Midwinter Workshop	\$12,125	\$5,422	\$6,703	\$22,500	\$10,965	\$11,535	\$14,128	\$6,060	\$8,068
Forum	\$101,744	\$76,675	\$25,069	\$110,000	\$92,090	\$17,910	\$91,244	\$73,785	\$17,459
Web Courses	\$9,065	\$2,652	\$6,413	\$29,850	\$11,509	\$18,341	\$29,850	\$9,102	\$20,748
Webinars	\$30,199	\$6,677	\$23,522	\$17,800	\$7,944	\$9,856	\$17,800	\$5,221	\$12,579
<b>SUBTOTAL</b>	<b>\$175,383</b>	<b>\$104,113</b>	<b>\$71,270</b>	<b>\$211,950</b>	<b>\$141,113</b>	<b>\$70,837</b>	<b>\$175,872</b>	<b>\$106,372</b>	<b>\$69,500</b>
<b>TOTAL</b>	<b>\$391,180</b>	<b>\$366,850</b>	<b>\$24,330</b>	<b>\$415,777</b>	<b>\$429,051</b>	<b>(\$13,274)</b>	<b>\$371,778</b>	<b>\$399,456</b>	<b>(\$27,678)</b>

# About LITA, cont.

## CHANGES IN LEADERSHIP

On May 8, 2015 ALA announced the winners of the annual ALA Election. There were 2,255 web ballots distributed to LITA members and the return rate was 25.3%, or 570 members. Congratulations to **Aimee Fifarek** who was elected by 74.1% of the voting LITA members to become the 2015-2016 LITA Vice-President/President-Elect. She will serve a three-year term. Two new Directors were also elected to the Board to serve a three-year term: **Susan Sharpless Smith** and **Ken Varnum**. Thanks to the Nominations Committee, led by chair **Karen Schneider**, for putting together such a strong ballot.

On June 30, 2015 at the Closing General Session and following the Inaugural Celebration, LITA's leadership will shift. Current Past President **Cindi Blyberg** will rotate off the Board, current President **Rachel Vacek** will become Past President, current Vice-President **Thomas Dowling** will become President, and newly elected **Aimee Fifarek** will become the Vice-President. Two members of the Board will be rolling off: **Cody Hanson**, who served a three-year term, **Aimee Fifarek**, who served a one-year term, although she'll now be serving in a different capacity.

Additionally, **Andrea Mullarkey** will be the new chair of the Bylaws and Organization Committee and will serve as a non-voting member of the Board as Parliamentarian. Thanks to **Jason Griffey**, outgoing Bylaws Chair, for his two years of service on the Board as Parliamentarian. **Nancy Colyar** will be the new chair of the Financial Advisory Committee and serve on the Board as Financial Advisor as a non-voting member. Thanks to **Zoe Stewart-Marshall**, outgoing Financial Chair, for her one year of service on the Board as Financial Advisor.

**Who:** Aimee Fifarek

**Job:** Deputy Library Director for IT and Digital Initiatives, Phoenix Public Library

**Elected:** LITA Vice-President / President-Elect for 2015-2016

**Quote:** In a time of decreasing membership and increasing difficulty of finding professional development funds, LITA's challenge to figure out how to continue delivering extraordinary value to our members while knowing that they are less likely to be able to travel to conferences to reap the benefits. I will work with the LITA Board to prepare our organization to meet these and other challenges.



**Who:** Ken Varnum

**Job:** Web Systems Manager, University of Michigan

**Elected:** Director-at-Large, 2015-2018

**Quote:** The current Board has taken solid steps toward regularizing the budget and setting new processes in place for the betterment of the organization. I want to make LITA even more valuable to current members while expanding membership to those who feel LITA is not currently for them.



**Who:** Susan Sharpless Smith

**Job:** Associate Dean, Z. Smith Reynolds Library, Wake Forest University

**Elected:** Director-at-Large, 2015-2018

**Quote:** I would like to help LITA to continue its transformation into a stronger organization that offers a high value to professionals from all walks of librarianship.



# About LITA, cont.



## LITA TURNS 50 IN 2016

In 2016, LITA will be celebrating its 50<sup>th</sup> Anniversary. Over the past fifty years, technology has gone from being a well-defined niche of library practice to a pervasive force in libraries and culture. From its inception, LITA has maintained a balance of service to other divisions, the library technology and vendor community, and the ALA membership as a whole. LITA has worked hard to create a structure that is adaptable, focuses on education, and provides multiple platforms for information exchange with others interested in library technologies.

LITA was originally established in 1966 as the Information Science and Automation Division (ISAD) and initial membership started at 2,334 people. In 1973, the association renamed itself the Library & Information Technology Association after determining that the work of the division warranted continuation even though technology was a prevalent topic in each of the ALA divisions. Today's LITA still grapples with this issue, and continues to explore new ways of collaborating more effectively and broadly with other divisions within ALA.

Over the past fifty years, LITA has accomplished an impressive amount of work, had countless achievements, honored innovators, educated thousands, inspired leaders, and has led the way on many initiatives for ALA, libraries, and information-related organizations. These accomplishments, as well as many other fond memories, will be highlighted throughout 2016 thanks to the work of the 50<sup>th</sup> Anniversary Task Force, chaired by **Michelle Frisque**. The task force is planning for

celebratory events at the 2016 Midwinter and Annual Conferences as well as at the LITA Forum. Watch for announcements later this year.

## LITA PRESIDENTS OVER THE PAST 15 YEARS

2000–2001 – Sara L. Randall	2008–2009 – Andrew K. Pace
2001–2002 – Florence J. Wilson	2009–2010 – Michelle Frisque
2002–2003 – Pat Ensor	2010–2011 – Karen Starr
2003–2004 – Thomas Wilson	2011–2012 – Colleen Cudy
2004–2005 – Colby Riggs	2012–2013 – Zoe Stewart-Marshall
2005–2006 – Patrick Mullin	2013–2014 – Cindi Trainor Blyberg
2006–2007 – Bonnie Postlethwaite	2014–2015 – Rachel E. Vacek
2007–2008 – Mark Beatty	2015–2016 – Thomas Dolwing



**Who:** Michelle Frisque

**Job:** Chief, Technology, Content and Innovation, Chicago Public Library

**LITA Involvement:** Chair of LITA's 50<sup>th</sup> Anniversary Task Force

**When you were LITA President:** 2009-2010

**Quote:** I am very excited about chairing LITA's 50<sup>th</sup> Anniversary celebration in 2016. What a great time to look back on our favorite times, celebrate our accomplishments, and look ahead and envision what the the next 50 years will bring.

**Loves:** One of my summer pleasures in Chicago is going to the free concerts at Millennium Park, having a picnic with friends while we listen to great music under the stars. Thinking of these nights helps me get through Chicago's long cold winters.

# Membership

## A NEW COMMITTEE

The Board isn't the only group focused on improving the member experience – committees are contributing substantially. In 2014, the Communications & Marketing Committee (CAM) was established and charged with developing and implementing LITA's strategic communications and marketing plan. Chair and vice-chair **Nadaleen Tempelman-Kluit** and **Kristina Rose** are leading the new committee and have liaisons closely working with other key committees, including the Membership, Publications, Education, Assessment, and Web committees. CAM is also responsible for establishing best practices for style and content that is used in all communication formats. Improved communication will help enhance the member experience.

**Who:** Nadaleen Tempelman-Kluit and Kristina Rose

**Nadaleen's Job:** Head of User

Experience, New York University Libraries

**Kristina's Job:** Head of Access, Delivery & Resource Sharing Services, New York University Libraries

**LITA Involvement:** Chair and Vice-Chair of the new Communications & Marketing Committee

**Quote:** Holistic communication and marketing strategies are of critical importance to any organization. This committee is working toward these goals, by creating marketing and communication standards, timelines, style guides, and more. Members and non members alike will get information about LITA offerings that engage the community and reflect the mission and vision of the organization.

**Nadaleen Loves:** Good friends and family

**Kristina Loves:** Her kids and old dog



## ACCOMPLISHMENTS WITH AN EYE ON MEMBERSHIP

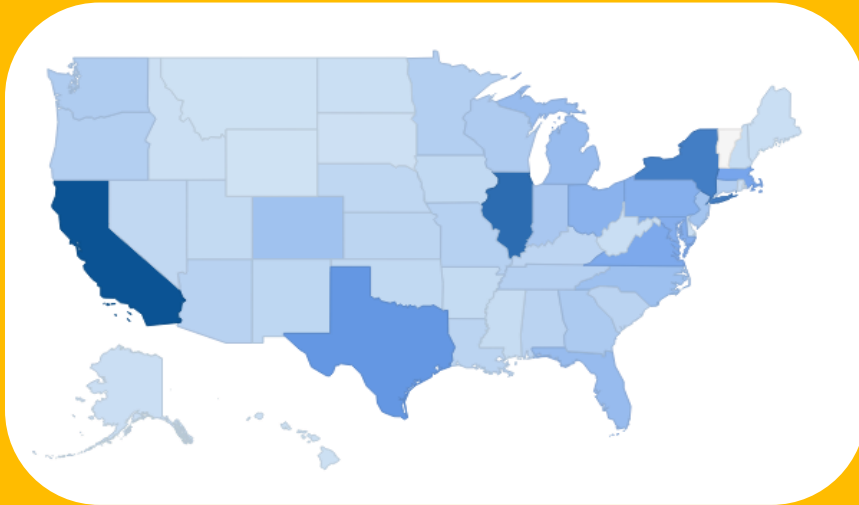
The Membership Develop Committee (MDC), under the leadership of **Jason Battles** and **Melody Condron**, chair and vice-chair, has been extremely busy over the past year. They have redefined the LITA 101/201 sessions, now simply called LITA Open House, to focus on organizational importance and impact, committee and interest group activities, and discussion of relevant topics. They are continuing work on creating promotional videos featuring testimonials from members. This effort is now being coordinated with the Communications & Marketing Committee. Finally, they have generated many ideas and have begun implementing approaches to recognize members for their longevity and participation.

The Assessment & Research Committee (ARC), led by chair and vice-chair **Dale Poulter** and **Evviva Weinraub Lajoie**, has spent much of this past year preparing a membership survey to be sent to LITA members to assess current and potential services. The results of the survey would then be given to the Board to use the data and determine how to improve the member experience overall. Additionally, the ARC continues to process the survey results from past LITA Forums, programs at ALA Midwinter and Annual conferences, and educational workshops and web courses. They continue to help all LITA's committees with their assessment needs.

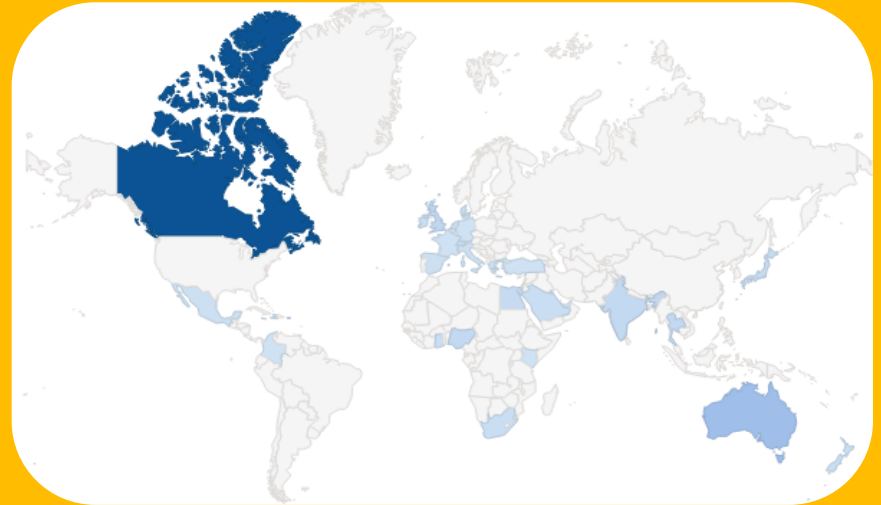
The Web Coordinating Committee (WCC) is led by chair and vice-chair **Margaret Heller** and **Jodie Gambill**. The WCC conducted a user experience review of the LITA website and created a set of recommendations for items to change, which are currently in progress. The scores were very positive overall. Additionally, the WCC analyzed the LITA Job Site for strengths and weaknesses, and presented a report to the Board with recommendations for future updates to stay competitive. The Job Site is located at <http://www.ala.org/lita/professional/jobs>.

# Membership, cont.

## LITA MEMBERS AROUND THE WORLD



Most of the LITA membership is from the United States. A total of 2,570 of the 2,803 LITA members are from forty-nine of the fifty states, with the most coming from California (264), Illinois (220), New York (190), Texas (146), Massachusetts (120), Virginia (112), and Maryland (102). The remaining states and the District of Columbia have less than one hundred members each, with the fewest coming from Wyoming (3). There are no representatives from Vermont.



There are 204 LITA members from thirty-six other countries outside of the United States. This means that 7.63 % of all LITA members are international, with the most coming from Canada (98), Australia (17), Puerto Rico (9), United Kingdom (6), Thailand (5), Nigeria (5), and India (5). The remaining countries have less than five people.

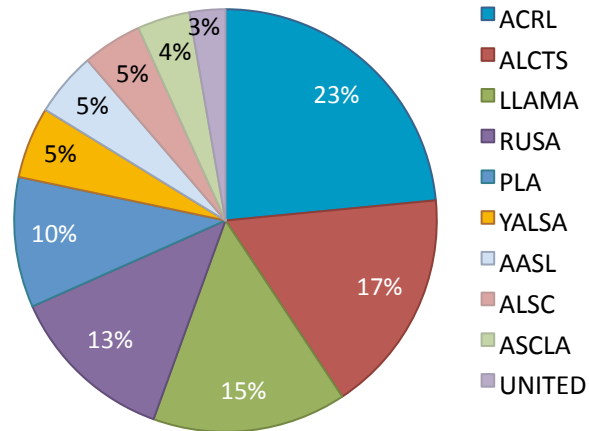
# Membership, cont.

## MEMBERSHIP TRENDS

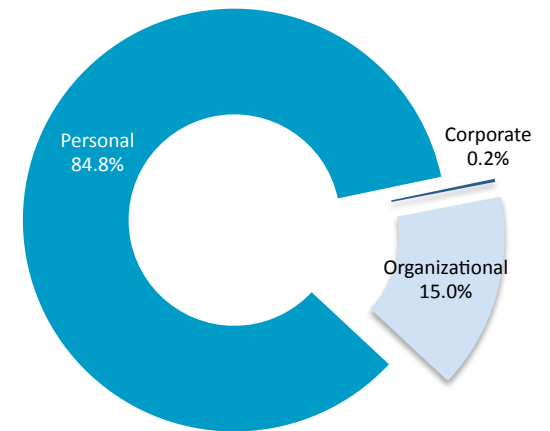
LITA's membership continues to decline at a faster rate than ALA as a whole. For example, LITA's April 2015 membership was 2,803 - a 5.8% decrease over the same month last year. The Board and Committees are aware of the financial challenges that LITA has been facing and are working hard at improving the member experience in order to reach financial stability.

Local and state chapters could be an excellent way to increase membership and enhance the overall member experience. After ALA Annual, Board member **Andromeda Yelton** will work with the Membership Development Committee over the coming year to evaluate the need and create some structure and guidelines around the establishment of chapters. See more at <http://connect.ala.org/node/236696>.

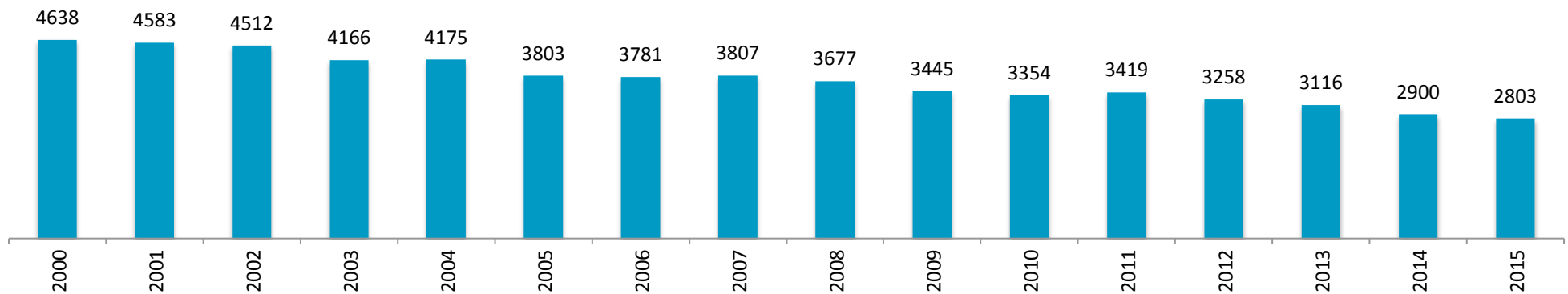
## % OF LITA MEMBERS BELONGING TO OTHER ALA DIVISIONS



## LITA MEMBERSHIP TYPES



## LITA MEMBERSHIP OVER 15 YEARS\*



\* The 2015 total only goes through April 2015, not the end of the FY on August 31<sup>st</sup>.

# Education

## EDUCATION COMMITTEE PRIORITIES

The Education Committee, under the leadership of chair and vice-chair **Abigail Goben** and **Michael Kastellec**, has identified some of the hottest topics in library technology and found the best instructors to teach webinars and web courses on those subjects. The online sessions have been tremendously successful, with some selling out within a week. Many thanks to **Michael Rodriguez** for managing the social media marketing campaigns and to **Mark Beatty** for working with the Communications & Marketing Committee to streamline communication channels.

Trying to meet the diverse educational needs of LITA members is a challenge, and finding good instructors can be particularly tough - especially when asking people to teach for free. In early 2014, the LITA Board approved a pilot program to test whether offering a modest stipend for webinar instruction would attract more superb speakers.

Early results have been positive. The Education Committee reports that people respond more quickly to speaker requests even with only a modest fee. The Committee will be performing a full evaluation of the pilot at ALA Midwinter 2016.

Web-based education has quickly become an important source of revenue for LITA. In order to allow the Education Committee to do more excellent work, the Board decided to shift the responsibility for recruiting speakers for ALA Midwinter to the Program Planning Committee, led by **Deb Shapiro**. This will not only allow for more online education development, but give the Committee more time to document the speaker recruitment and course development processes for future committee members.



**Who:** Abigail Goben

**Job:** Assistant Information Services Librarian and Assistant Professor at the University of Illinois at Chicago Library of the Health Sciences  
**LITA Involvement:** Chair of Education Committee

**Quote:** I joke that being chair of LITA Education means that I get to come up with what I need continuing education on and then find someone to teach it to me. There's so much need for continuing education in our field and it's wonderful to have the opportunity to connect teachers and learners and to give someone a teaching presence at the national level. It's also given me tremendous networking and management opportunities.

**Loves:** Knitting

*"I learned about several tools that will be useful for me in my current job. It has been a while since I've been this engaged in a webinar and since I learned so much during one."*

*- Attendee from "Beyond Webpage Analytics" webinar*

*"The presenters covered exactly what was advertised and practiced what they preached. The session provided a VERY good introduction to the topic with some useful how-to tips. One of the best webinars I've attended!"*

*- Attendee from "Yes, You Can Video" webinar*

# Education, cont.

## WEBINARS

Nine webinars were offered this year. The webinar with the largest amount of attendees was the *Beyond Web Page Analytics: Using Google tools to assess searcher behavior across web properties*, with **Ed Sanchez, Rob Nunez, and Keven Riggle** from Marquette University, with 106 attendees. The webinar was so popular in fact, that the 2015 LITA Forum Planning Committee recruited them to teach a preconference on the same topic. Claire Moore's webinar, *Technology and Youth Services Programs: Early Literacy Apps and More*, was also so popular that she was approached and asked to write a book on the topic.

## WEB COURSES

LITA offered two online courses this year. The first was *Getting Started with GIS*, taught by **Eva Dodsworth**, from the University of Waterloo, which has previously been offered in November 2013, May 2014, and again in January 2015, all with great success. The second web course was new and hoped to meet the demand for more statistics education. **Jackie Bronicki**, from the University of Houston, taught *Taking the Struggle Out of Statistics* to a completely sold out class size of fifty. That's a lot of homework to grade!

There are many exciting webinars and web courses in the pipeline with topics around user experience, agile methodologies, data literacy, and statistics. Even **Alison Macrina** of the Library Freedom Project will be an upcoming speaker.

## OTHER INITIATIVES

LITA and the Coalition to Advance Learning in Archives, Libraries and Museums, along with other partners, have received a grant from the Institute of Museum and Library Services (IMLS) entitled *Mapping the Landscapes: Continuing Education and Professional development Needs and Opportunities for Libraries, Archives and Museums*. With it

they plan to document distance education and professional development training needs as well as potential cross-germination opportunities across the various fields. The Assessment and Research Committee, lead by chair **Dale Poulter** and vice-chair **Evviva Weinraub Lajoie**, are serving on the IMLS Mapping the Landscapes Advisory Board.

**Who:** Eva Dodsworth

**Job:** Geospatial Data Services Librarian, University of Waterloo

**LITA Involvement:** Instructor

**Web Course:** *Getting Started with GIS*

**Dates:** January 12 – February 9, 2015

**Attendees:** 26

**Quote from Attendee:** I appreciated Eva's quick responses to questions and her enthusiasm for the topic.



**Who:** Jackie Bronicki

**Job:** Assessment and Statistics Coordinator, University of Houston

**LITA Involvement:** Instructor

**Web Course:** *Taking the Struggle Out of Statistics*

**Dates:** April 6 – May 3, 2015

**Attendees:** 50 (sold out!)

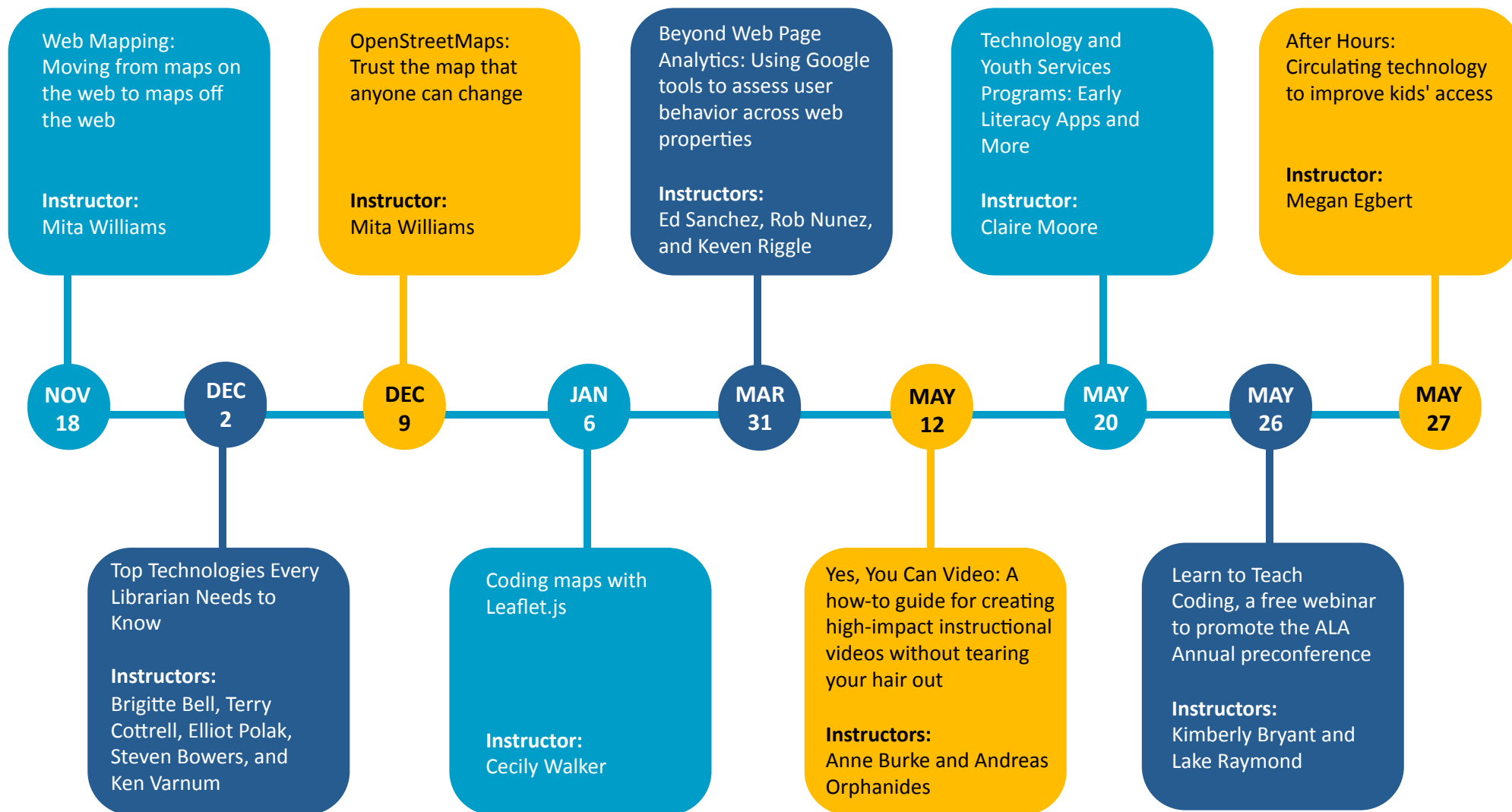
**Quote from Attendee:** Very happy with the instructor! Timely feedback. Took care of her students. It was a great introduction to the basics of Excel, and a wonderful introduction to two very useful (and free!) tools – Google Refine and Tableau.





# Education, cont.

## WEBINARS



# Publications

## PUBLICATIONS COMMITTEE

The Publications Committee, under the leadership of chair **Tom Wilson** and vice-chair **Zoe Stewart-Marshall**, have published three LITA Guides this year: *Getting Started with Demand-Driven Acquisitions for E-Books*, by **Theresa Arndt**, *Technology Disaster Response and Recovery Planning*, edited by **Mary Mallery**, and *Usability and the Mobile Web*, by **Junior Tidal**.

An average of six LITA guides are usually published each year, however this year's transition to a new publisher prevented more guides from coming to print. LITA Guides were originally published by Neal-Schuman, and then transitioned to the ALA TechSource imprint after the company was purchased by ALA. In 2014 the Publications Committee issued a Request for Information, and Roman & Littlefield was selected as the new LITA Guides co-publisher.

The publication process is now considerably smoother under Roman & Littlefield and the Committee plans on increasing the number of guides published this year. There are currently five guides under development with deadlines from mid 2015 to early 2016. A recent call for guide authors on seven topics has also returned promising responses.

Recruiting authors and determining popular or high-revenue generating topics takes persistence. **Marta Deyrup** is the Acquisitions Editor and is charged with developing topics for the LITA Guides and other monographs, soliciting suggested publications from LITA members and others. She interacts with authors to produce the publications in manuscript format and coordinates the editorial review of manuscripts by members of the Publications Committee. Chair **Tom Wilson** is exploring how the Publications Committee can offer more than just an advisory role and is collaborating closely with **Marta Deyrup** and **Abigail Goben**, chair of the Education Committee on the transition.

The Acquisitions Editor, as well as the *Information Technology & Libraries* Editor, **Bob Gerrity**, report to the Publications Committee.



**Who:** Junior Tidal

**Job:** Web Services & Multimedia Librarian,  
New York City College of Technology CUNY

**LITA Involvement:** Author of *LITA Guide: Usability and the Mobile Web*

**Quote:** My experience with LITA has helped me connect with fellow colleagues, publish a LITA Guide, and communicate with other librarians about emerging technologies.

**Loves:** Veggie burritos

# Publications, cont.

## INFORMATION TECHNOLOGY & LIBRARIES

Information Technology & Libraries (ITAL) continues as an open access peer-reviewed journal. In March 2012, ITAL switched to an open access model to ensure the long-term viability of the journal by making it more current, more environmentally friendly, and less expensive to produce. ITAL features high-quality articles, case studies, commentary, and information about topics and trends of interest to the LITA community and beyond.

**Robert Gerrity** has served as the chair of the ITAL Editorial Board as well as the editor of ITAL since 2011. **Ed Tallent** serves as the managing editor. The Editorial Board reports regularly to the LITA Publications Committee.

ITAL remains a heavily used scholarly resource. Between January and May this year, 97,606 articles have been downloaded from ITAL. Since the journal moved from print to an open journal system, there have been an impressive 576,865 downloads.

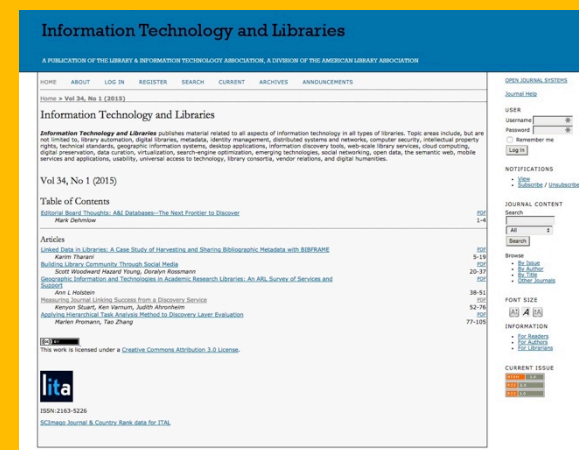
Additionally, library and information professionals continue to seek out ITAL as publishing destination. As of June 2015, the ITAL Editorial Board has four articles awaiting assignment, thirty in review, nine in revision, and eleven are in editing and have been accepted for publication in the next issue this summer.

## IMPROVEMENTS

In Spring 2015, **Doralyn Rossmann** and **Scott Young** from the University of Montana worked closely with **Robert Gerrity** and **Brian Meuse** on improving the search engine optimization (SEO) of the journal. Brian works at Boston College and is the Open Journal System (OJS) administrator for ITAL. This arrangement is a significant savings over hosting the journal through ALA, and is much appreciated.

## ITAL EDITORIAL BOARD

- Patrick Colegrove, University of Nevada – Reno
- Mark Cyzyk, John Hopkins University
- Mark Dehmlow, University of Notre Dame
- Sharon Farnel, University of Alberta
- Robert Gerrity, University of Queensland
- Ed Tallent, Curry College
- Ken Varnum, University of Michigan
- Michael Witt, Purdue University
- Tao Zhang, Purdue University



<http://bit.ly/lita-ital>

# Communication & Outreach

## MAKING AN IMPACT WITH SOCIAL MEDIA

Thanks to **Michael Rodriguez**, the E-Learning Librarian at Hodges University and LITA's Social Media Manager, LITA has seen substantial growth in its social media activity over the past year. Michael started managing social media for LITA in September 2014. It's a new position within the Web Coordinating Committee. Since September, LITA's organic reach and engagement on Twitter soared by 600% and on Facebook by 300%.

Why is social media so important? Two LITA programs in 2015, *Taking the Struggle out of Statistics* and *Beyond Web Page Analytics*, sold out immediately, largely thanks to social media buzz. Additionally, since the LITA blog has become active with a dedicated team posting regularly, and with a new Communications & Marketing Committee led by **Nadaleen Templeman-Kluit** and **Kristina Rose** helping to streamline communication between the LITA Board, the LITA Staff, the committees, and the overall membership, there is more LITA communication going out to the world than ever before.

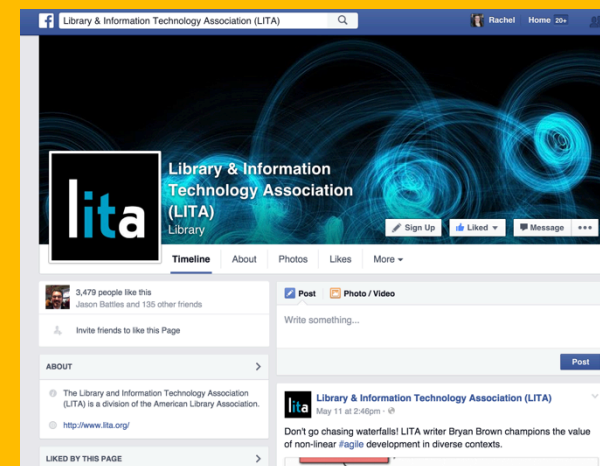
## SOCIAL MEDIA METRICS

Twitter remains the most popular method for communicating news and engaging with LITA members. At 13,340 followers, LITA has more Twitter followers than any ALA division but YALSA and AASL (young adult and school library associations), and AASL passes LITA by only 100 or so followers. LITA has more followers than ACRL, PLA, and RUSA. Twitter 2015 metrics continue to exceed 2014 metrics by 200%-600%.

Within Facebook, LITA started out with 2,400 likes in October 2013, 2,800 likes in October 2014, and reached 3,500 likes in May 2015. Facebook fans are also more international than on Twitter, with 209 fans in India.



[https://twitter.com/ALA\\_LITA](https://twitter.com/ALA_LITA)



<https://www.facebook.com/LITA.ALA>

# Communication & Outreach, cont.

## MAKING AN IMPACT WITH THE BLOG

Just as LITA's social media has seen an increase in activity, so has the LITA Blog. **Brianna Marshall**, the Digital Curation Coordinator at the University of Wisconsin-Madison, is serving as the LITA Blog Manager. This position was created in 2014 and is a part of the Web Coordinating Committee, which is led by chair **Margaret Heller** and vice-chair **Jodie Gambill**.

Under Brianna's guidance, eleven regular contributors have breathed new life into the blog, and it's a great reflection of the talent and energy of LITA's members. Their original work has been improving the member experience by showing new and potential members the importance of the *human* side of library technology. Their work is making a big impact on making LITA more friendly, approachable, and relatable. The blog's organic reach and engagement has had explosive growth and positive feedback from members and non-members alike.

## BLOG METRICS

According to metrics maven **Michael Rodriguez**, since September 2014, over fifty blog posts have been published and tagged as "Original Content" meaning that they are original and creative content rather than promotional posts advertising workshops, webinars, jobs, or other library technology news.

Since November 2014 there have been 27,000 blog views and ninety-three comments. And as expected, blogs and social media compliment one another: 3,090 views were referred from Twitter and 2,389 from Facebook.

The top post, "What is a Librarian?" by **Bryan Brown**, the Developer in the Technology & Digital Scholarship department at Florida State University Libraries, has 4,140 views and counting.



**Who:** Brianna Marshall  
**Job:** Digital Curation Coordinator at the University of Wisconsin-Madison  
**LITA Involvement:** Blog Editor

**Quote:** I love helping provide the opportunity for awesome people to write about the library technology ideas and projects they are working on. The more ideas we share, the better equipped the LITA community will be moving forward.

**Loves:** Road trips featuring kitschy roadside attractions!

## LITA BLOG WRITERS

Bryan Brown  
Lindsay Cronk  
Brittney Farley  
Lauren Hays  
John Klima  
Brianna Marshall  
Leanne Mobley  
Leanne Olson  
Michael Rodriguez  
Leo Stezano  
Grace Thomas

The screenshot shows the LITA Blog homepage. On the left is a navigation menu with links for Home, About, Writers, Contribute, LITA Website, and Join LITA. Below the menu is the LITA logo. The main content area features a blog post titled "Don't Go Chasin' Waterfalls" by Leo Stezano. The post text discusses Agile Development and compares it to the Waterfall model. A diagram illustrates the Waterfall model as a sequence of steps: Requirements (red box), Design (blue box), Implementation (green box), Verification (yellow box), and Maintenance (orange box). Arrows connect these steps in a downward and rightward flow. The text explains that the Waterfall model involves creating a "Product requirements document" before moving to "Software architecture", then "Software", and finally "Maintenance".

<http://litablog.org>

# The Best and the Brightest

## AWARD WINNERS

The Kilgour Award recognizes research relevant to the development of information technologies, especially work which shows promise of having a positive and substantive impact on any aspect of the publication, storage, retrieval and dissemination of information, or the processes by which information and data is manipulated and managed. The Atkinson Award recognizes an academic librarian who has made significant contributions in the area of library automation or management, and has made notable improvements in library services or research. The Hi Tech Award recognizes outstanding individuals or institutions for their long-term contributions in the area of Library and

Information Science technology and its application. The Student Writing Award recognizes outstanding writing on a topic in the area of libraries and information technology by a student or students enrolled in an ALA-accredited library and information studies graduate program.

Winners will be recognized at the start of the LITA President's Program at ALA Annual. Thanks to the four committees who chose these award winners. Special thanks goes to Kilgour Award Committee chair, **Tao Zhang**, the Student Writing Award Committee chair, **Sandra Barclay**, the Hi Tech Award Committee chair **Holly Hong Yu**, and Atkinson Award Committee chair, **Nancy Jean Gibbs**.



**Who:** Ed Summers  
**Job:** Lead Developer, Maryland Institute for Technology in the Humanities (MITH), University of Maryland  
**Winner of:** Frederick G. Kilgour Award for Research in Library and Information Technology  
**Award:** \$2,000, a citation, and travel expenses to attend the award ceremony at ALA Annual  
**Sponsored by:** LITA and OCLC  
**Press Release:** <http://bit.ly/ed-summers>



**Who:** David Walker  
**Job:** Director of System-wide Digital Library Services, California State University (CSU), Office of the Chancellor  
**Winner of:** LITA / Library Hi Tech Award for Outstanding Communication for Continuing Education in Library and Information Science  
**Award:** \$1,000  
**Sponsored by:** LITA and Emerald Group Publishing  
**Press Release:** <http://bit.ly/david-walker>

**Who:** Heather Terrell  
**School:** Pursuing MLIS degree candidate, San José State University  
**Winner of:** LITA / Ex Libris Student Writing Award  
**Sponsored by:** LITA and Ex Libris Group  
**Title of written piece:** "Reference is dead, long live reference: electronic collections in the digital age"  
**Award:** \$1,000, a certificate of merit, and manuscript will be published ITAL  
**Press Release:** <http://bit.ly/heather-terrell>



**Who:** Brian Schottlaender  
**Job:** Audrey Geisel University Librarian, University of California-San Diego  
**Winner of:** Hugh C. Atkinson Memorial Award  
**Sponsored by:** LITA, LLAMA, ACRL, ALCTS  
**Award:** Cash award, citation, and plaque  
**Press Release:** <http://bit.ly/brian-schottlaender>



# The Best and the Brightest, cont.

## SCHOLARSHIP WINNERS

Criteria for the scholarships include previous academic excellence, evidence of leadership potential, and a commitment to a career in library automation and information technology. Applicants must also be in a master's level program in a library school accredited by the American Library Association. Two of the scholarships, the LITA/LSSI Minority Scholarship and LITA / OCLC Minority Scholarship, also require U.S. Citizenship and membership in one of four minority groups: American Indian or Alaskan Native, Asian or Pacific Islander, African-American, or Hispanic.

Winners will be recognized at the start of the LITA President's Program at ALA Annual. Thanks to the hard work of the LITA / OCLC and LITA / LSSI Minority Scholarship Committee, led by **Kathryn Ruth Web**.

The Christian Larew Memorial Scholarship Committee, led by **Heidi Hanson**, and sponsored by LITA and Baker & Taylor, will be making a decision prior to ALA Annual on the lucky winner who will receive a scholarship in the amount of \$3,000.



**Who:** Young-In Kim  
**School:** MLIS degree candidate, Syracuse University  
**Winner of:** LITA / OCLC Minority Scholarship in Library and Information Technology  
**Award:** \$3,000  
**Sponsored by:** LITA and OCLC



**Who:** Jesus Espinoza  
**School:** MLIS degree candidate, University of Illinois, Urbana-Champaign  
**Winner of:** LITA / LSSI Minority Scholarship in Library and Information Technology  
**Award:** \$2,500  
**Sponsored by:** LITA and Library Systems and Services, Inc. (LSSI)

# The Best and the Brightest, cont.

## EMERGING LEADERS

Almost every year since the ALA Emerging Leaders Program started in 2007 under then ALA President **Leslie Burger**, LITA has sponsored one or two Emerging Leaders. Fast forward a few years, and some of them have even become Board members, including **Cody Hanson** and **Bohyun Kim**, as well as current LITA President **Rachel Vacek** who was in the first class of Emerging leaders. Many others have become more involved in LITA, leading committees and interest groups.

Continuing to sponsor new LITA members in this important program has been very important to the Board. However, this past year, the Board decided to only sponsor one LITA member due to budget constraints. There were twenty-seven amazing applications, all with supportive reference letters full of praise. The Board selected **Isabel Gonzalez-Smith**.

Since ALA Midwinter, all the team within the program have been working virtually on projects related to ALA or a professional concern. Many LITA Board members and past LITA Emerging Leaders have been mentors in the program. At ALA Annual, the teams present poster sessions showcasing their creative and innovative solutions.

Past Emerging Leader projects for LITA cover a wide range of topics, including the development of a model for free e-learning in ALA, social software for LITA, establishing leadership development programs for LITA, tools and guidelines for LITA events, branding LITA, developing a LITA experts profile system, and improving LITA orientation documentation. Many of these projects have had a tremendous positive impact on many of LITA's operations and practices.

*"LITA's emphasis on openness and camaraderie, and the fun-by-default nature of most LITA activities makes me happy that it's my professional home."*

*– Kyle Denlinger, 2014 LITA Emerging Leader*

*"The big thing I've learned through working with ALA is that although the organization and the sub-organizations have a massive population, it is a handful of active participants who make nearly everything happen.... I've learned that LITA is inclusive and active with its membership. This is a very fun organization, and I'm impressed with the discussion and activities that come out of LITA and its membership."*

*– Annie Gaines, 2014 LITA Emerging Leader*



**Who:** Isabel Gonzalez-Smith

**Job:** Undergraduate Experience Librarian,  
University of Illinois at Chicago

**Winner of:** LITA Sponsorship into ALA's Emerging  
Leaders Program for 2015

**Award:** \$1,000

**Quote:** It is truly a great privilege to be LITA's sponsored 2015 Emerging Leader! I am especially grateful for how welcoming the LITA community has been and how the members have opened doors for me to engage more directly. Rachel Vacek, LITA President, has in particular allowed me to participate in the LITA President's Program Committee where I have been able to collaborate with other library UX enthusiasts in planning a UX contest leading up to ALA 2015. Additionally, I have been given the great honor of being part of the LITA Executive Director Search Committee. I'm very excited to participate in these opportunities and look forward to my future with LITA and ALA.

**Loves:** Being a mommy for her beautiful little boy who was born December 2014



# Events



## ALA MIDWINTER 2015

LITA continued its tradition of strong programming at ALA Midwinter in Chicago, despite the huge snow storm that hit the city. There were twenty-four meetings scheduled, which included two LITA Board meetings, the LITA Executive Committee meeting, fourteen interest group discussions, and twelve committees participating in the joint committee meeting (at the same time in the same room), making it more convenient for those on multiple committees to participate. At every ALA conference, LITA also holds a session for the joint committee and interest group chairs to inform them on new policies or procedures, and to offer a bit of leadership training and discussion. This meeting was led by Committee Coordinator, **Lauren Pressley**, and Interest Group Coordinator, **David Lee King**.

## WORKSHOPS

LITA offered two workshops: *Introduction to Practical Programming*, with **Elizabeth Wickes**, and *From Lost to Found: How User Testing Can Improve the User Experience of Your Library Website*, with **Kate Lawrence** and **Deirdre Costello**. The user testing workshop was offered by EBSCO and their donation graciously covered the costs for the workshop. Although the attendance was unusually low, participants gave rave review to the presenters. Thanks to the Program Planning Committee for arranging these workshops.

## OPEN HOUSE

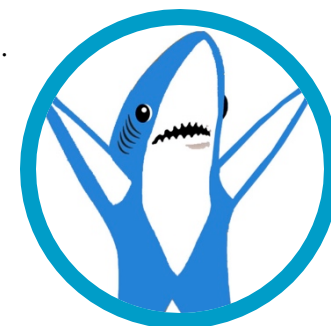
The Membership Development Committee hosted the Open House and committee chair **Jason Battles** informed the fifty current and potential members in attendance about the benefits of LITA membership. The goal of Open House is to share information, encourage involvement in LITA activities, and help attendees build professional connections.

## TOWN MEETING

The Town Meeting, a LITA event that happens only at ALA Midwinter, is a chance for the membership to come together for a hot breakfast (with bacon!) and to hear from the LITA Vice-President about new initiatives and give feedback. This year, Vice-President **Thomas Dowling** led an exercise where each table worked together to answer questions focused on LITA's goals (collaboration and networking; education and sharing of expertise; advocacy; and infrastructure). This info helps the LITA leadership better serve its members and the broader library community by working on turning these goals into plans to guide LITA going forward. Notes were gathered in a Google Doc: <http://goo.gl/CQiXWV>

## HAPPY HOUR

Perhaps one of the most beloved of LITA's events, the Happy Hour was held at Lizzie McNeill's Irish Pub and over 100 people were in attendance despite the relentless snowstorm and overlap with Super Bowl XLIX. Attendees stayed warm, ate appetizers, drank beer, formed new friendships, and rekindled old ones, all while "Left Shark" performed during the halftime show.



# Events, cont.



Photo by Rachel Vacek

## TOP TECH TRENDS PROGRAM

The Top Tech Trends Committee, led by chair **Emily Morton-Owens**, tried something new at ALA Midwinter. They solicited panelists to nominate themselves instead of having the committee select people, allowing them to choose trends that were exciting and fit well together, as well as get a more diverse panel. Then they contacted other well-known experts to fill in the remaining gaps. The committee will try this method of recruitment again for ALA Annual.

As usual, hundreds of people came to LITA's flagship Top Tech Trends program. Moderator **Karen Schneider** oversaw the discussion, and each panelist covered two trends. **Marshall Breeding** focused on empowering underserved libraries through technology, and discovery beyond the library. **Todd Carpenter** discussed the infrastructure demands of a

growing or majority open access ecosystem, as well as balancing patron privacy and using data to improve services. **Casey McCoy** covered tech programming for youth, especially for girls, and then discussed app-based home technology. **Willie Miller** focused on gamification for his first trend and e-course packs for his second. And finally, **Carli Spina** highlighted the importance of universal design and then dove into the emerging topic of beacons.

Listen to the audio archive: <http://bit.ly/ttt-mw2015>

# Events, cont.



## ALA ANNUAL 2015

Planning for ALA Annual in San Francisco, CA, is well underway. There are thirty-one meetings scheduled, some of which include an orientation for new Board members, two Board meetings, the Executive Committee meeting, the Joint Chairs meeting, and fourteen committee meetings happening simultaneously in the same room. There are also twenty-three interest group discussions scheduled, twenty programs, Open House, and of course, the Happy Hour. The Program Planning Committee (PPC), under the leadership of **Deb Shapiro**, has done an amazing job in the selection and presentation of a full contingent of strong programming. As usual, the PPC received many excellent proposals, but was forced to select twenty for the slots allotted by ALA.

## WORKSHOPS

LITA is offering four workshops at Annual. The first is *Build a Circuit & Learn to Program an Arduino in Silicon Valley Hackerspace: Panel of Inventors & Librarians Working Together*, with **Mitch Altman, Tod Colegrove, Angi Chau, Brandon (BK) Klevence, Tara Radniecki, and Daniel Verbit**. The second one is *Creating Better Tutorials Through User-Centered Instructional Design*, taught by **Yvonne Mery, Leslie Sult, and Rebecca Blakiston**. *Learn to Teach Coding and Mentor Technology Newbies—In Your Library or Anywhere*, with **Kimbery Bryant and Lake Raymond**, is the third workshop. And finally, the fourth one is *Let's Hack a Collaborative Library Website*, with **Kate Bronstad, Heather Klish, and Junior Tidal**.

## LITA PRESIDENT'S PROGRAM

LITA President **Rachel Vacek** will be welcoming **Lou Rosenfeld** to her President's Program on Sunday at ALA Annual. Lou has been instrumental in helping establish the fields of information architecture (IA) and user experience (UX). Lou is co-author of *Information Architecture for the World Wide Web* and *Search Analytics for Your Site*, co-founder of the Information Architecture Institute and the IA Summit and Enterprise UX conferences.



For the first time the President's Program Planning Task force created two activities that will lead up to the conference. The first is a contest, *Great Library UX Ideas Under \$100*, where anyone can submit their ideas on how to improve the physical or web user experience in their library. The second activity is a biweekly UX Twitter Chat. Volunteers to help with these activities come from the LITA UX Interest Group, the Reference & User Services Association (RUSA) UX Committee, and Weave, an open-access, peer-reviewed journal for library user experience professionals. Read more at <http://bit.ly/lita-prez-2015>.

## OPEN HOUSE & HAPPY HOUR

The Membership Development Committee plans these two popular events for current and potential LITA members to learn how to get more involved in the association, to meet the LITA leadership, network, and have some fun. Thanks to the persistence of vice-chair **Melody Condron**, the Happy Hour will take place at the DaDa bar on Sunday following the President's Program. Additionally, LITA has the entire bar reserved, **Lou Rosenfeld** will be in attendance, and there will be a retirement celebration for Executive Director **Mary Taylor** during Happy Hour.

All LITA programs dates, times, and locations can be found in the ALA Scheduler: <http://bit.ly/LITA-Annual2015>.

# Events, cont.



## LITA FORUM 2014

The LITA Forum was held November 5-8, 2014, in Albuquerque, New Mexico, with the theme, *From Node to Network*. There were 240 participants from forty states and three Canadian provinces. Of those 240 people, 123 were LITA members. Interests of attendees included library management, emerging technologies, technical services, metadata and accessibility, linked data, data management, and digital scholarship. Attendees were predominantly from academic libraries, but also represented public libraries, special libraries, archives, and other information organizations. There were three keynote speakers: **Lorcan Dempsey**, **AnnMarie Thomas**, and **Kortney Ryan Ziegler**.

Under the leadership of **Ken Varnum**, the LITA Forum Planning Committee selected thirty-five presentations, fourteen posters, and three keynotes for Forum attendees. There were also two pre-conferences offered: *Linked Data for Libraries: How libraries can make use of Linked Open Data to share information about library resources and to improve discovery, access, and understanding for library users*, with **Dean Krafft** and **Jon Corson-Rikert**, and *Learn Python by Playing with Library Data*, with **Francis Kayiwa**. There were also multiple networking dinners, a sponsor reception, and a game night.

LITA President **Rachel Vacek** summarized the conference experience by reviewing #litaforum tweets in her ITAL column, <http://bit.ly/litaforum>. The forum was successful thanks to the hard work of the Forum Planning Committee, the LITA Staff, and Forum's generous sponsors: EBSCO, Springshare, Innovative, @mire, and OCLC.

**Who:** Lorcan Dempsey

**Job:** Vice President of OCLC Research and Chief Strategist

**Area of Focus:** Evolution of libraries, technology, services, networked information and digital libraries

**Talk:** Thinking About Technology ... Differently

**Site:** <http://orweblog.oclc.org/>



**Who:** AnnMarie Thomas

**Job:** Engineering Professor, University of St. Thomas

**Area of Focus:** Exploring the playful side of engineering, such as squishy circuits, and using engineering design to help others

**Talk:** Playing to Learn: A Maker's Perspective

**Site:** <http://annmarie-thomas.squarespace.com/>



**Who:** Kortney Ryan Ziegler

**Job:** Award winning filmmaker, visual artist, writer, and scholar

**Area of Focus:** Queer/trans issues, body image, racialized sexualities, gender, performance and black queer theory

**Talk:** Trans\*H4CK: A Tech Event For and By the Transgendered Community

**Site:** <http://blackademic.com/>



*"Best conference I've been to in terms of practical, usable ideas that I can implement at my library."*

*- Attendee from LITA Forum 2014*

# Events, cont.



## LITA FORUM 2015

Planning for the next LITA Forum, which will be in Minneapolis, MN, from November 12-15, 2015, is well underway under the leadership of chair and vice-chair, **Zoe Chao** and **Tammy Allgood Wolf**. Fifty-seven concurrent sessions and sixteen posters have been accepted from over one hundred submitted proposals. That's twenty-two more sessions than last year. The 2015 Forum Planning Committee listened to feedback and adjusted the session and break lengths to accommodate more awesome content. Additionally, the Web Coordinating Committee created a new website for LITA Forum at <http://litaforum.org/>, with a custom theme, more marketing potential, and a better mobile user experience.

The three keynote speakers have been confirmed: **Lisa Welchman**, **Carson Block**, and **Mx (Mark) A. Matienzo**. Additionally, two pre-conference workshops have been decided: *So You Want to Make a Makerspace: Strategic Leadership to support the Integration of new and disruptive technologies into Libraries: Practical Tips, Tricks, Strategies, and Solutions for bringing making, fabrication and content creation to your library*, with **Leah Kraus** and **Mike Cimino**, and *Beyond Web Page Analytics: Using Google tools to assess searcher behavior across web properties*, with **Rob Nunez** and **Keven Riggle**.

This year, LITA is also partnering with the Library Leadership & Management Association (LLAMA). Many of the sessions at the Forum will focus on technology leadership and management strategies. The Board believes the partnership is a great idea since so many of LITA's members are in middle management positions.

**Who:** Lisa Welchman  
**Job:** President of Digital Governance Solutions at ActiveStandards  
**Area of Focus:** Understanding and interpreting how the advent and prolific growth of digital impacts organizations  
**Book:** *Managing Chaos: Digital Governance by Design*  
**Site:** <http://bit.ly/lita-welchman>



**Who:** Carson Block  
**Job:** Library Technology Consultant at Carson Block Consulting  
**Area of Focus:** Bringing technology vision and technology power to libraries  
**Site:** <http://www.carsonblock.com/>



**Who:** Mx (Mark) A. Matienzo  
**Job:** Director of Technology, Digital Public Library of America (DPLA)  
**Area of Focus:** Archives, digital-born materials, metadata management, coding  
**Site:** <http://matienzo.org/>



*"LITA is the one conference I always make a point of attending each year. The mix of inspiring tech ideas and fun networking dinners with cool colleagues is always amazing."*

*- Attendee from LITA Forum 2014*

# Events, cont.

## LITA FORUM TRENDS

Before there was the Forum, LITA held four National Conferences that took place between 1983 and 1996. Then in 1998, LITA held its first annual National Forum with a shifted focus on leadership in the more advanced use of technology in libraries and other related organizations. The LITA Forum has been held every year and in a different city since 1998, and feedback has been very positive. Strong programming and inspiring keynote speakers bring people back every year.

Despite positive feedback from attendees, Forum participation is on a slight decline. However, there are bright spots emerging, as attendance was up 11.1% in 2014. The decline is due in part to funding for travel being reduced in library budgets across the nation, but now budgets are slowly improving. In the coming year, the Board will ask the Assessment & Research Committee to conduct a competitive analysis to assess the Forum's return on investment.

## FORUM LOCATIONS OVER THE PAST 15 YEARS

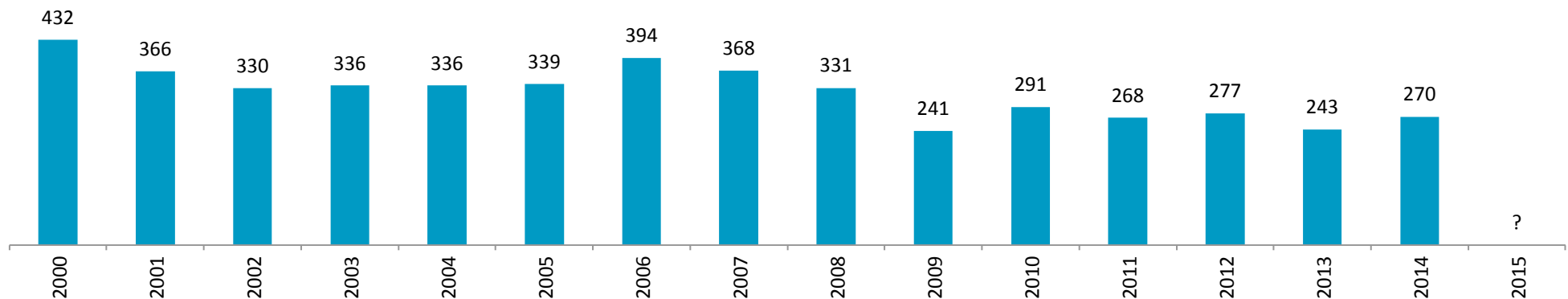
2015 – Minneapolis, MN  
2014 – Albuquerque, NM  
2013 – Louisville, KY  
2012 – Columbus, OH  
2011 – St. Louis, MO  
2010 – Atlanta, GA  
2009 – Salt Lake City, UT  
2008 – Cincinnati, OH

2007 – Denver, CO  
2006 – Nashville, TN  
2005 – San Jose, CA  
2004 – St. Louis, MO  
2003 – Norfolk, VA  
2002 – Houston, TX  
2001 – Milwaukee, WI  
2000 – Portland, OR

*"This is my favorite conference. It has a high concentration of folks in similar job roles. Everyone speaks 'my language' – that is, attendees, broadly, are thinking about the same set of issues and finding solutions to similar problems."*

*- Attendee from LITA Forum 2014*

## NUMBER OF LITA FORUM ATTENDEES OVER THE PAST 15 YEARS



# Acknowledgements

## FROM LITA PRESIDENT RACHEL VACEK

Thanks go to Mary Taylor and Mark Beatty of the LITA Office for their support to LITA and for supplying so much of this data, and to all the Chairs of the Committees and Interest Groups for sharing their amazing accomplishments this past year.

Thanks to Cindi Blyberg and Thomas Dowling, my Past President and Vice-President, respectively, for their friendship, encouragement, and endless support.

Thanks to ALA President Courtney Young for being such an inspiration.

Thanks to friends and colleagues Jason Battles, Marshall Breeding, Zoe Stewart-Marshall, Diane Bruxvoort, Peter Hepburn, Andromeda Yelton, Melody Condron, Cody Hanson, Ken Varnum, Abigail Goben, Jason Clark, Tabby Farney, Evviva Weinraub Lajoie, Joe Thompson, Kathryn Deiss, Paul Sharpe, Debra Kolah, Sean Watkins, Mike Thompson, Eric Frierson, Susan Schrimpf, Santi Thompson, Laura Norris, and Rob Spragg for advice and counsel during my LITA Presidency.

Thanks to Rob Lamoureux, for his love, unwavering support, and for enduring my long work hours and intense travel schedule this past year. Thanks to my parents for always rooting for me.

Thanks to Jason Griffey for his support and keeping me on track by following proper parliamentary procedures during meetings.

Thanks to Aimee Fifarek and Robert Newell for proofreading this document, ensuring accuracy and quality, and for Robert's graphic and information design feedback.

Thanks to my Web Services department, Associate Dean John Lehner, Dean Dana Rooks, and all my colleagues at the University of Houston Libraries for their patience, support, and encouragement this past year during my LITA Presidency.

And thanks to all the LITA members, and especially those who volunteer their time to serve in some capacity, because if it wasn't for you, LITA would not exist.

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